

**Abstract**

A system for and method of enhancing web page delivery. The invention provides the ability to control redirection of Web traffic of humans and search engine spiders. It can differentiate between these types of visitors to a Web page, track their movements, log critical information, and analyze the Web traffic in order to judge the success in driving quality traffic to some known goal on a Web site, such as a sale. The system may generate dynamically optimized web pages targeted to specific search engines, in order to optimize the search engine ranking and visibility of a Web site, such as an online marketer's Web site.